

FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. V

APRIL, 1958

NO. 1

Insure-A-Quick Recovery -- Feed all plants with **ZING!**

FLORIDA NURSERY'S OWN MAGIC FORMULA . . . Not just another fertilizer,
. . . BUT A COMPLETE PLANT FOOD!

YOUR PLANTS REALLY NEED A NATURAL ORGANIC PLANT FOOD:

A well balanced plant food is one of the most important factors in the growth and health of plants. ZING is designed to stimulate good plant growth under our Florida climatic conditions. It compensates for soil deficiencies by supplying the nutrients needed. ZING'S nitrogen content is 40% natural organic, which becomes available over a period of months, stimulating a steady, healthy, sustained growth rather than a spurt of weak, soft, short-lived growth produced by the completely chemical flash-type fertilizers.

ZING is a complete plant food, containing nitrogen, which encourages a luxurious growth of stem and foliage; phosphorus, which encourages new plant cells; potash, which gives plants stamina and the ability to withstand cold, drought, and other adverse conditions. ZING also contains the minor and trace elements so valuable in assuring you healthy, specimen plants.

ZING was originally developed for our own use — our plants thrive on it. They stay strong, healthy, green, lush, radiant!
Because ZING IS A COMPLETE PLANT FOOD, its regular use assures you both vigorous growth and abundant bloom.

USE **ZING** FOR ALL YOUR PLANTS!

NEW PLANTINGS

ZING, added to your peat and topsoil mix at planting time, stimulates feeder root growth!

BEDDING PLANTS

ZING is magic, for tender young annuals and perennials respond immediately to this natural organic food.

POTTED PLANTS

ZING on a regular scheduled feeding program keeps them lush, green and healthy. They bloom better, too!

LAWNS

ZING'S nitrogen content is 40% natural, so you get steady, sustained growth rather than a sudden spurt. **ZING** encourages deeper root systems, too!

OLDER TREES AND SHRUBS

ZING is a perfect food for all your trees and shrubs. Protect them by regular scheduled feedings. For your larger shrubs and trees you may need to use the crowbar method to get **ZING** down where the roots can pick it up more efficiently.

MORE FRUIT

ZING encourages more fruit on both your citrus and your small fruits such as peaches, pears, grapes, etc. Healthy, well-fed trees are better producers.

BETTER VEGETABLES

ZING is wonderful for vegetable gardens; use it for production of tasty, home grown vegetable crops.



FEED REGULARLY WITH ZING — AND SEE THE DIFFERENCE!

FERTILIZER APPLICATION CHART (This chart applies to our "ZING" only; for best results use as directed.)

Size	Azaleas, A & C Mar. thru Apr. June thru July 1/2 application Sept.	Camellias, A & C Mar. thru Apr. June thru July 1/2 application Sept.	Roses, A & C Jan., March, May, Sept., Nov.	Pot Plants A & C Every Month or Six Weeks	Conifers, T & S March, June, Sept.	Small Fruits and Nuts, T & S March, June, Sept.	Lilies, T & S Sept., Jan., April	Palms, T & S April, June Sept.	Shrubs, T & S March, June, Sept.	Shade Trees T & S March, June, Sept.	Grasses, Lawn Oct. thru Nov. Feb. thru March
8-12 in.	1/4 lb.	1/4-1/2 lbs.	1/4 lb.	1/2 Tbl. to each 1 in. of pot diameter	1 lb.	1/2 lb.	3-5 lbs. per 100 sq. ft.	*See Pot	1/2 lb.	1/2 lb.	100 lbs. to 1500 to 2000 sq. ft.
12-18 in.	1/2 lb.	1 lb.	1/2 lb.		1 1/4 lbs.	3/4-1 lb.	1/2 lb.		3/4 lb.		
18-24 in.	3/4 lb.	1 1/4 lbs.	3/4 lb.		1 1/2 lbs.	1 lb.	3/4 lb.		1 lb.	1 lb.	
24-30 in.	1 lb.	1 1/2 lbs.	1 lb.		2 lbs.	1 1/2 lbs.	1 lb.		1 1/4 lbs.	1 lb.	
30-36 in.	1 lb.	1 3/4 lbs.	1 1/2 lbs.		2 1/4 lbs.	1 3/4 lbs.	1 lb.		1 3/4 lbs.	1 1/2 lbs.	
36-42 in.	1 1/2 lbs.	2 lbs.	1 3/4 lbs.		2 1/2-3 lbs.	2 lbs.	1 3/4 lbs.		2 lbs.		
42-48 in.	1 1/2 lbs.	2 1/4 lbs.	1 3/4 lbs.		3-4 lbs.	2 1/2 lbs.			2 1/2 lbs.	1 3/4 lbs.	
4-5 ft.	2 lbs.	2 1/4 lbs.			4-5 lbs.	3 lbs.			3 lbs.	2 lbs.	
5-6 ft.	2 1/2 lbs.	3 lbs.			5-6 lbs.	3 1/2 lbs.			3 1/2 lbs.	3 lbs.	
6-8 ft.	3-5 lbs.	3-5 lbs.			8 lbs.	4 lbs.			4 lbs.	4 lbs.	
8-10 ft.	6-8 lbs.				10 lbs.	4 1/2 lbs.			5-8 lbs.	5 lbs.	
10-20 ft.					15 lbs.	5 lbs.			8-10 lbs.	5-6 lbs.	
20-35 ft.								35 lbs.		10-20 lbs.	

YOUR GARDEN NEEDS SPECIAL CARE — NOW!

The worst winter weather ever experienced by Central Floridians, with six major freezes, has left most of our plant material damaged; much of it is killed to the ground. Only the more hardy of the broad-leaved and coniferous evergreens came through without some damage.

NOW THAT THE GROWING SEASON IS HERE, WITH WARM WEATHER AND ABUNDANT RAINFALL, PROPER CARE IS VERY IMPORTANT IF YOUR PLANTS ARE TO REGAIN THEIR FORMER BEAUTY.

Our firm, with thirty years of operation in Central Florida, is prepared to handle all your needs:



DESIGNING. The proper use of plant material to give you the desired effect is most important. Let our expert and experienced Landscape Architects design a "New Look" for your home — a personalized planting.

PLANTING. The secret of beautiful gardens is the expert planning AND planting. When a plant is properly planted in the right location, with proper exposure, sun, soil, etc., then it will thrive and give you the right effect.



PRUNING. By now you should have cut back all plants that were damaged by the cold, except for Palms. Since the old palm fronds protect the bud until new leaves come out, we recommend leaving the old ones on, cutting them as the new growth comes out.

Our experienced service crews use proper tools, and make neat, quick-healing cuts as they prune. If the new growth needs shaping, they will prune to achieve the best effect. Not only do we cut back shrubs to remove damaged wood, but we also prune to keep plants in proper size, to make them more shapely, and to produce more fruit or flowers. The new growth gives any plant added beauty.



FERTILIZING. Plants need regular feeding to stimulate them to new and better growth. The cold damaged plants are going to need more food this season to help them thru the convalescent period. **ZING**, Florida Nursery's own plant food, is especially formulated to stimulate healthy new growth. There are three special **ZING** foods — all utilizing natural organic plant foods in balanced formula — to meet the needs of various plants. There's **ZING A&C** for Azaleas, Camellias, Gardenias, Roses and other acid-loving plants; **ZING T&S** for all other shrubs, trees, bulbs, etc., and **ZING LAWN SPECIAL** to feed your lawn properly.



SPRAYING. While the cold killed many insect pests, we are going to have to watch carefully for Aphis on the abundant tender new growth, and for scales on our Palms and Camellias. We have experienced crews to handle the spraying for you, using the proper control. If you wish to spray your plants yourself, we have spray materials available. If you don't know what you need, bring in a specimen of the pest and we'll be happy to recommend a control for it.

FLORIDA NURSERY OFFERS ALL THESE EXPERT SERVICES IN CENTRAL FLORIDA. WE ARE AS NEAR AS YOUR TELEPHONE — SO BE SURE TO CALL THE OFFICE NEAREST YOU:

LEESBURG — Phone STATE 7-2315

OCALA — Phone MARION 2-8345

WINTER PARK — Phone MIDWAY 4-5640

FLORIDA NURSERY GARDEN NEWS

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WINTER PARKOpen Monday thru Friday
9 A.M. to 5 P.M.
Sat. — 9-12 A.M.

"MILLIONS OF PLANTS"



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FRUITS FOR YOUR FAMILY TABLE

Fortunate indeed is the Central Floridian who has a good selection of fruit trees to provide fresh fruits for his table, for preserves, pickles, jellies, jams, or for drinks.

The varieties which we offer are those proven best for our section; within a few years you'll have an abundance of fresh fruits . . . and in addition, the lovely flowers of the peach, pear and plum make them valuable for flowers, while the foliage of the loquat and pecan makes them useful for shade also.

— Plant Before April 30th —

FIGS

BROWN TURKEY. Medium, round, coppery brown fruit with amber flesh. Fall ripening.

CELESTE. Small, violet colored figs with rose flesh. Ripen June, July.

2-3' BR \$2.00

3-4' BR \$3.00

GRAPES

SCUPPERNONG. Large, bronze, very juicy. Ripen August, September.

NIAGARA. White bunch grape.

2 yr. \$1.50

FREEDONIA. Large black cluster grape.

THOMAS. Large purple-red muscadine with sweet amber pulp.

2 yr. \$1.00

LAKE EMERALD. A prolific producer of good sweet yellow grapes in large clusters.

2 yr. \$3.00

PECANS

STUART. Large nuts, medium thin shells. Excellent quality nut. Very well suited for Central Florida.

2-3' BR \$2.50

3-4' BR \$3.00

PERSIMMON

TANE-NASHI. Large, conical, light yellow, changing to bright red.

FUYUGAKI. Oblate, medium to large, deep red skin. Light flesh non-astringent, very sweet and can be used while still hard. Seedless. September, October.

2-3' BR \$1.50

4-5' BR \$2.50

3-4' BR 2.00

5-6' BR 3.00

PEARS

PINEAPPLES. Blight resistant; heavy producer. Flesh coarse but juicy.

HOOD. Good pear for cooking. Prolific bearer.

3-4' BR \$3.00

5-7' BR \$4.50

4-5' BR 3.50

PEACH

JEWEL. Budded on wild plum rootstock for better growth. Best variety for Central Florida, producing freely medium to large free-stone peach of finest quality.

3-4' BR \$2.00

5-7' BR \$4.50

4-5' BR 2.50

(B.R. indicates bare root stock which can be moved only in dormant season . . . plant yours as soon as possible)

Questions You've Asked About FLORIDA GARDENING!

Q. What are some hardy shrubs which will not winter-kill which you recommend for screen plantings?

A. *Viburnum odoratissimum*, *Illicium annisatum*, *Ligustrum lucidum*, *Ligustrum japonicum*, *Camellia sasanqua*, *Feijoa sellowiana*, *Elaeagnus pungens*, etc. These may be used with Redbud, Dogwood, Wild Plum, or fruit trees for variety in season.

* * *

Q. What large trees can be moved bare-root now?

A. Thru April you may usually move Dogwood, Redbud, Wildplum, Oaks, Maple, Crape Myrtle, Mimosa, Tulip trees, Chinese Elm, Tung trees, etc. However, if the new growth comes out early in April it will not be safe to do much transplanting except on the Oaks, which have been root-pruned.

* * *

Q. Why do nurseries sell *Ixora*, *Crotons*, and other tender shrubs when they know the cold will kill them?

A. Sometimes there are several years between freezes, and these plants are not damaged at all. They are reasonably inexpensive to replace, and add so much color to a planting, that they are considered "Expendable" — something you may replace without too much cost if they are killed. Remember, this is the coldest winter in Florida in many years — and it may be many more before we have another, we hope! In the meantime, we enjoy the beautiful foliage and flowering shrubs in our gardens.

* * *

Q. How can you plan a planting for your home to have color most of the year, and still have something left when cold weather comes on?

A. It is wise to use only the more hardy shrubs as background plants, both in the border and in the foundation planting. You may then use the tender shrubs for accent plantings. Should they freeze you still have green hardy shrubs for preventing that "bare" look you get if you landscape completely with tender plants.

* * *

Q. If grafted Hibiscus plants are killed to the ground will they come back the same variety?

A. No, they will be the variety used for root-stock, which is usually the Single Scarlet or one of the more vigorous varieties. Many of the Hibiscus were killed back only partially and if they are not killed below the graft you will have your original variety.

* * *

Q. When should you fertilize Azaleas?

A. Fertilize first as soon as they have finished blooming, and then follow with another application in about sixty days. Be sure to use a special Azalea and Camellia fertilizer, as Azaleas demand an acid soil to do well.

* * *

Q. Do you ever prune Azaleas? I have a friend who tells me it should not be done.

A. Certainly — you have to prune them to keep them shapely and from becoming leggy. Also it may be necessary to prune them to keep them from getting too large for their location.

It's Orchid Time in Florida!

**EVERYONE LOVES PHAIUS GRANDIFOLIUS —
NONE BETTER FOR BEDDING OR FOR POT CULTURE.**



**Terrestrial or earth orchid —
Grows in soil - - -
Blooms profusely - - -
Needs no special care!**

**Use for tubbed plant for patio - - -
Attractive all year in pots - - -
Use in planting beds outside - - -**

**Blooming Plants
\$2.50 and up**

**FLORIDA NURSERY AND LANDSCAPE CO.
LEESBURG, OCALA AND WINTER PARK, FLORIDA**

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FORM 3547 REQUESTED

For Kaleidoscopic Color PLANT CROTONS!

Need color? Then here's just the way to get it—plant color—Crotons from Florida Nursery and Landscape Co. for accent! Wonderful for shrubbery borders — for planters — for pots — for patio beds!

BRILLIANTLY COLORED FOLIAGE — shading from creamy white thru deep bright pinks to deep maroon! Green in variations of shades, too!

FASCINATING FOLIAGE — many forms and shapes of foliage: spiral corkscrews; narrow curved and twisted leaves; oak leaf foliage; broad or wide leaves!

EASY TO GROW — WONDERFUL FOR CUT ARRANGEMENTS!

See Florida Nursery's choice Crotons today —

PRICED \$1.00 and up!



Grow Your Own Roses!

There's nothing lovelier than a rosebud which opens into a full blown rose — and one rose in a bud vase is a bouquet!

While some varieties do better in our section of the state than do others, Florida Nursery has a selected stock proven to be the best bloomers for Central Florida. There are various shades of red, pink, yellow and multicolors, as well as perfect whites.

The secret to growing roses successful? That's easy! Plenty of water and a rich soil for planting, together with frequent applications of fertilizer, will give you healthy plants and an abundance of beautiful flowers.

BLOOMING PLANTS, \$1.50 and up